CASE STUDY

Pharos

A RealFi voice in news, opinion and Japan

Genius PR · March–August 2026 · geniuspr.com

Situation

Pharos Network is an EVM-compatible Layer 1 built for real-world finance, or RealFi: the infrastructure that is meant to take tokenized assets from issuance into actual use. The official site is pharos.xyz. Co-founder and chief executive Wish Wu and chief strategy officer David Dai were the principal public voices.

By mid-2026 the real-world asset market was full of issuance stories and headline totals. Pharos needed to argue a harder point: that tokenized value is not the same as capital that can enter, earn and exit, and that institutions will not move until access, settlement and reporting look like finance rather than another crypto marketplace.

Task

Genius PR was engaged on a retainer, with Felix leading the account, to put Wu into news, opinion and commentary, and to support Dai in specialist interviews. Day-to-day work ran in the Telegram group Pharos Network <> GeniusPR. The engagement began in March 2026, according to a July executive summary in the working chat; the placements verified here are concentrated from late June to late July, and the programme ended in early August.

The campaign focused on four primary objectives:

1. Establish Wu as a bylined voice on why tokenized real-world assets still struggle to attract institutional capital.
2. Place him as a commentator in news titles when security and market-structure stories broke.
3. Support announcement work, with any wire pickups clearly labelled as press releases.

4. Give Dai a serious hearing in Japan, through specialist media rather than only English-language crypto titles.

Action

Genius PR ran commentary and thought leadership in parallel. On 29 June, Wu was quoted in CoinDesk on why so many crypto losses still start with private keys rather than smart-contract flaws. Two bylined Hackernoon op-eds followed: “The $51 Billion RWA Market Is a Mirage,” on 8 July, and “Crypto Has a Chance to Make Private Credit Safer as It Comes Onchain,” on 22 July. A 2 July announcement on the Pharos incubator’s backing of Faroo was distributed as a release and is labelled here as such.

In mid-July, Nada News, the successor to CoinDesk Japan, interviewed Dai in Tokyo about Pharos’s Japan strategy. Wu was also quoted in a 8 May The Street feature on programmable money and the limits of over-transparent finance.

Results

Over the spring and summer, Pharos moved from a little-known RealFi chain to a company with news comments, two bylined op-eds, a labelled announcement and a specialist interview in Japan.

News and opinion

- CoinDesk, 29 June 2026: Wu quoted in “Private keys, not smart contracts, caused 40% of crypto’s $16 billion hack losses.”
- Hackernoon, 8 July 2026: Wu’s op-ed “The $51 Billion RWA Market Is a Mirage; Here’s Why Institutional Capital Still Won’t Flow.” Labelled as author opinion.
- Hackernoon, 22 July 2026: Wu’s op-ed “Crypto Has a Chance to Make Private Credit Safer as It Comes Onchain.” Labelled as author opinion.
- The Street, 8 May 2026: Wu quoted in “A new kind of money gains momentum despite concerns.”

Announcement and Japan

- Pinion Newswire, 2 July 2026: “Pharos Network Incubator Backs Faroo as Faroo Launches RWA Hybrid Vault.” Labelled as a press release.
- Nada News, 17 July 2026: 橋本祐樹 interviewed Dai on Pharos’s Japan strategy.

Impact

The programme gave Pharos a public argument it could reuse: tokenization is not the same as usable capital. Wu became a named source in CoinDesk and The Street and a bylined voice on Hackernoon; the Japan interview gave Dai a specialist audience the

English-language crypto press does not reach. The company ended the engagement with a RealFi narrative already in circulation, rather than only a product to announce.

Links

- Official site — pharos.xyz
- CoinDesk — 29 June 2026 commentary. coindesk.com
- Hackernoon — 8 July 2026 op-ed. hackernoon.com
- Hackernoon — 22 July 2026 op-ed. hackernoon.com
- The Street — 8 May 2026 commentary. thestreet.com
- Nada News — 17 July 2026 interview. nadanews.com
- Pinion Newswire — 2 July 2026; press release. pinionnewswire.com

The working chat also named later The Street comments and a The Block comment (short path /post/408574/) whose full public URLs were not recovered here. A July Blockopedia conversation and an On the Margin appearance were not given recovered episode pages. A Bloomberg interview was not confirmed as published. Client vault-deposit and valuation figures are not used.

Summary

29 Jun
CoinDesk
Wish Wu quoted on private-key losses

2
Hackernoon op-eds
Wu, 8 July and 22 July

17 Jul
Nada News
Interview with David Dai in Japan

Mar–Aug
Programme
Commentary, opinion, labelled PR and Japan, 2026

London
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
The Offices 4, One Central, 8th and 9th Floor, Dubai

United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Pharos pages, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.